

**IN THE CLAIMS:**

Please **cancel claims 8, 22, 30, and 43-59** without prejudice or disclaimer, and **amend claims 1, 10, 11, 13, 14, 21, 23, 25, 27, 31, 38, 39, and 42** as follows:

1. (Currently amended) A method of advertising by using an advertiser telecommunications device and a consumer telecommunications device having an advertisement filter with an allowable advertisement characteristics profile, comprising:

an advertiser telecommunications device emitting from the advertiser communications device an advertisement over a short range via a short range wireless transmitter, the advertisement having a characterisation profile associated with it conveying information about the type of advertisements, of goods or services being offered or both;

a consumer telecommunications device receiving the short range wireless advertisement at the consumer telecommunications device;

the consumer telecommunications device having an advertisement filter provided with an allowable advertisement characteristics profile and the consumer device comparing the received advertisement characteristic profile with its filter profile, [[and]] accepting advertisements which match [[its]]

the advertisement characteristics profile to an acceptable degree, and rejecting advertisements whose characteristics profile does not match to an acceptable degree, the comparing, accepting and rejecting steps being performed by the consumer device; [[and]]

offering to present to a user the accepted advertisements received by the consumer device; and

replying to an advertisement via the consumer telecommunications device.

2. (Original) A method according to claim 1 comprising presenting the advertisements to the user via the consumer device, the consumer device comprising a hand-portable electronic device.

3. (Original) A method according to claim 2 comprising using a mobile telephone or a personal digital assistant as the hand-portable electronic device.

4. (Original) A method according to claim 1 comprising setting either the advertisement characteristics of the consumer, or of the advertiser device, or both by using a selection of characteristics from a restrictive set of allowable characteristics.

5. (Original) A method according to claim 1 comprising interacting with an advertisement protocol manager system to set the consumer device advertisement characteristics filter profile, or the advertisement characteristics profile, or both.

6. (Original) A method according to claim 5 in which the interaction with the advertisement protocol manager is via wireless telecommunications, at least in part.

7. (Original) A method according to claim 5 comprising interacting with the same protocol manager system to set up the consumer device advertisement characteristics of the advertisement.

8. (Cancelled)

9. (Original) A method according to claim 1 comprising presenting the advertisement to a user via a display screen of the consumer telecommunications device.

10. (Currently amended) A method according to claim 1 comprising the user of the consumer device manually selecting adverts advertisements for further investigation.

11. (Currently amended) A method of advertising comprising communicating a first part of an advertisement from an

advertiser telecommunications device to a consumer telecommunications device via wireless short range telecommunications, and the consumer device requesting a fuller advertisement or further details from an advertisement follow-up device, the consumer device having an advertisement filter that filters incoming advertisements and requests fuller details, or further details, of only advertisements that pass a screening selection.

12. (Original) A method according to claim 11 in which the consumer device is a mobile telephone, personal digital assistant, or other hand-portable electronic device.

13. (Currently amended) A method according to claim 11 comprising ~~using short range wireless telecommunications to communicate~~ communicating the request for further details from the consumer device to the advertisement follow up device by using short range wireless telecommunications.

14. (Currently amended) A method according to claim 11 in which further including supplying the fuller ~~advertisement~~ details or the further details ~~are provided~~ to the consumer device via short or long range wireless telecommunications.

15. (Original) A method according to claim 11 in which the advertisement follow-up device is the same device as the advertiser device.

16. (Original) A method according to claim 15 in which the advertiser device is a mobile telephone, personal digital assistant, or other hand portable electronic device.

17. (Original) A method according to claim 11 in which the first part of the advertisement includes the telecommunications address of the advertisement follow up device.

18. (Original) A method according to claim 11 including the step of contacting an advertisement concluder device to accept what is being offered in the advertisement.

19. (Original) A method according to claim 18 in which the concluder device is contacted over a long range telecommunications network.

20. (Original) A method according to claim 11 in which the wireless communication between the consumer device and the advertisement follow-up device takes place within a second of the consumer device receiving the first part of the advertisement.

21. (Currently amended) A method according to claim 13 in which the request for the fuller ~~advertisement details~~ or further details is made automatically without user intervention.

22. (Cancelled)

23. (Currently amended) A method ~~according to claim 1 of~~ advertising by using an advertiser telecommunications device and a consumer telecommunications device having an advertisement filter with an allowable advertisement characteristics profile, comprising:

b1  
emitting from the advertiser telecommunications device an advertisement over a short range via a short range wireless transmitter, the advertisement having a characterisation profile associated with it conveying information about the type of advertisements, of goods or services being offered or both;

receiving the short range wireless advertisement at the consumer telecommunications device;

comparing the received advertisement characteristic profile with its filter profile and accepting advertisements which match its advertisement characteristics profile to an acceptable degree and rejecting advertisements whose characteristics profile does not match to an acceptable degree, the comparing,

accepting and rejecting steps being performed by the consumer device;

offering to present to a user the accepted advertisements received by the consumer device; and

broadcasting a short range short-form advertisement; making an assessment as to whether a reply to the advertisement is required, and if so replying to the advertisement via long range telecommunications.

**24.** (Original) A method according to claim **23** comprising trying to request further or fuller details of the advertisement via short range telecommunications, or via long range telecommunications.

**25.** (Currently amended) A method according to claim **24** comprising trying to request further or fuller details of the advertisement, via short range telecommunications and failing and responding to a failure to make contact with an advertising device, and then via short range telecommunications by trying to make contact with the advertising device via the long range telecommunications.

**26.** (Original) A method according to claim **23** in which receipt of the short form advertisement prompts the consumer

device to request more information via the short range telecommunications automatically if the short form advertisement triggers a trigger to do so.

27. (Currently amended) A method ~~according to claim 1 of~~ advertising by using an advertiser telecommunications device and a consumer telecommunications device having an advertisement filter with an allowable advertisement characteristics profile, comprising:

61  
emitting from the advertiser telecommunications device an advertisement over a short range via a short range wireless transmitter, the advertisement having a characterisation profile associated with it conveying information about the type of advertisements, of goods or services being offered or both;

receiving the short range wireless advertisement at the consumer telecommunications device;

comparing the received advertisement characteristic profile with its filter profile and accepting advertisements which match its advertisement characteristics profile to an acceptable degree and rejecting advertisements whose characteristics profile does not match to an acceptable degree, the comparing, accepting and rejecting steps being performed by the consumer telecommunications device;

offering to present to a user the accepted advertisements received by the consumer device; and

replying to the advertisement via a broker device interposed in the telecommunications link between the advertiser device and the consumer device.

**28.** (Original) A method according to claim **27** in which the broker device modifies the message sent by the consumer device to the advertiser device, or modifies any follow-up message sent by the advertiser device, or a proxy or master advertising device, to the consumer device.

**29.** (Original) A method according to claim **27**, in which the advertiser device does not include its own telecommunications address in its broadcast advert, but does include the telecommunications address of the broker device.

**30.** (Cancelled)

**31.** (Currently amended) A mobile telephone or other portable telecommunications device comprising a short range piconet receiver and an advertisement filter, the receiver being capable of receiving piconet advertisements and the filter being, in use, capable of (a) comparing a characterisation profile associated with a received advertisement with an allowable

advertisement characteristics profile of the filter, ~~and to~~ to determine (b) determining whether there is a match to an acceptable level, and ~~to accept~~ (c) accepting those ~~adverts~~ advertisements which match the filter or which are not screened out by the filter.

**32.** (Original) A device according to claim **31** in which the filter is adapted to screen an advertisement positively into being accepted, or to screen an advertisement out so that it is definitely rejected, or both.

**33.** (Original) A device according to claim **31** in which the filter can be configured by a user by connecting the device, via telecommunications, to a filter protocol setting device.

**34.** (Original) A device according to claim **31** comprising a piconet emitter, and being configured so as to emit automatically via its piconet emitter a request for more information about an advertisement upon an advertisement being accepted by the filter.

**35.** (Original) A device according to claim **31** comprising a long range telecommunications antenna or link.

**36.** (Original) A device according to claim **31** comprising a display screen adapted to display the advertisement.

37. (Original) A device according to claim 31 comprising a memory and a control processor, the memory being arranged to store telecommunications addresses for advertisements that have been accepted by the filter, and in which the device is arranged to attempt to contact an advertiser device automatically via its piconet telecommunications facility upon determining that a received advertisement is accepted by the filter; and wherein the device has an advertisement store and is adapted to store in the advertisement store further information or a fuller advertisement that it receives associated with the successful receipt and acceptance by its filter of an initial advert.

61  
38. (Currently amended) A device according to claim 37 in which the advertisement store includes an advertisement reply address store adapted to receive a telecommunications address for replying to the ~~advert~~ advertisements.

39. (Currently amended) A mobile telecommunications device having a memory, a short range wireless telecommunications receiver, an emitter, and a controller, the controller being arranged for controlling the device in use to assess messages received by the receiver for a reply telecommunications address and ~~to store storing~~ any such reply address in the memory, and the device also having a reply trigger adapted in use to cause

the controller to use an address from the memory to send a reply to a received message to the address associated with the relevant incoming message via the emitter when in response to the reply trigger [[is]] being activated, a comparator for deriving the reply trigger, the comparator being adapted to compare characteristics of the message with a predetermined set of screening characteristics and to cause a reply to be transmitted if predetermined conditions are met.

40. (Cancelled)

41. (Original) A device according to claim 39 which has both piconet and long range telecommunications emitters and receivers and the controller is adapted, in use, to assess the telecommunications address to determine whether the reply address is a short range piconet address or a long range telecommunications address and to cause the reply to be emitted by the appropriate long or short range emitter of the device.

42. (Currently amended) A device according to ~~claim~~ claim 39 in which the controller of the device is adapted to assess a received message to determine whether the message is of a category of interest, and if so request further details or a fuller message via its piconet channel and in which the device

is adapted to receive requested further details of a fuller message via its piconet channel; and the device is adapted to contact a reply address via its long distance telecommunications channel.

**43-59.** (*Cancelled*)

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